



NOAA Environmental, Health and Safety

Communication and Marketing Plan

November 2006

**U.S. DEPARTMENT OF COMMERCE
National Oceanic and Atmospheric Administration
Safety and Environmental Compliance Office (SECO)**

Executive Summary

This plan was developed to implement an effective means to promote Environmental Compliance, Occupational Health and Safety through the establishment of open communication streams for all NOAA employees. Through open communication we hope to increase awareness and promote a safer environment for all of NOAA.

The NOAA EHS Communication and Marketing Plan represent three functional areas:

Part 1 – Communication Team; describes the function and responsibilities of this team and how it will carry out effective methods to enhance communications throughout the agency.

Part 2 – Marketing EHS throughout NOAA; describes the implementation methods which will help market all the programs developed by the Communication Team.

Part 3 – Managing Web Resources; describes the steps to be taken to ensure efficient management of the primary communication and marketing tool - www.seco.noaa.gov.

NOAA's Communication Team:

Joe Duran, Chairperson_____

Tom Altvater, Chief NOAA Safety Division_____

Kevin Murray, EHS Professional NOAA Weather Service_____

Jean Durosko, EHS Professional, NOAA Ocean Service_____

Bill Cunningham, EHS Professional, NOAA Marine and Aviation Operations_____

Linda Arlen, EHS Professional, NOAA Marine Fisheries Service_____

Ann Byar, EHS Professional, NOAA Marine Fisheries Service_____

Craig Gillis, EHS Professional, SECO_____

Ben Bond, EHS Professional, SECO_____

Will Freeman, EHS Professional, SECO_____

Table of Contents

Scope

Purpose

List of Acronyms

Part 1: Communication Team

- 1.1 Goal
- 1.2 Authority
- 1.3 Objectives
- 1.4 Tasks
- 1.5 Responsibilities

Part 2: Marketing EHS throughout NOAA

- 2.1 Policy
- 2.2 Promoting Safety and Environmental Compliance
- 2.3 Promoting EHS through Training
- 2.4 Promoting the EHS Web Site
- 2.5 Employee Safety Climate Survey
- 2.6 Promoting EHS through Awards
- 2.7 Promoting Safety Seagull

Part 3: Managing Web Resources

- 3.1 Authority
- 3.2 Procedures for Placing Products on the SECO Web Page
- 3.3 Approved Products for the SECO Web Page
- 3.4 Maintaining the Web Page
- 3.5 Feedback
- 3.6 Frequently Asked Questions

Scope

This document seeks to address the need for all NOAA employees to be aware of environmental, health and safety issues which affect NOAA.

Purpose

The purpose of this plan is to exploit every possible method or venue by utilizing various methods of promotion, to ensure NOAA employees will have the ability to become aware of all that is necessary in order maintain a safe, healthy and environmentally friendly work station.

List of Acronyms

DRO	Designated Responsible Official
DUS	Deputy Under Secretary
ESCS	Employee Safety Climate Survey
EHS	Environmental, Health and Safety
IT	Information Technology
LECO	Line Environmental Compliance Officer
NECSAS	NOAA Environmental Compliance, Safety Assessment System
NEPA	National Environmental Policy Act
NOAA	National Oceanic and Atmospheric Administration
NSC	NOAA Safety Council
OCAO	Office of the Chief Administrative Officer
OSHA	Occupational Safety and Health Administration
SECO	Safety and Environmental Compliance Office

PART 1: Communication Team

1.1 Goal

The goal of the Communication Team is to improve communication both internal and external within NOAA through the use of inter/intranet resources, conferences and a safety tool kit filled with guidance to help management and employees manage and maintain an effective and efficient environmental, health and safety program.

1.2 Authority

The Communication Team has been organized under the authority of the Environmental Compliance and Safety Committee, which reports to NOAA's Safety Council.

1.3 Objectives

- Develop safety tool kit
- Plan and promote safety conferences for NOAA safety employees
- Develop performance measures for managers and supervisors to promote safety culture
- Enhance SECO website to allow easy access and centralize environmental and safety resources – “one stop shopping”

1.4 Tasks

The team will take appropriate steps to achieve the objectives outlined above, which may include:

- Formulate and conduct periodic quality review of existing communication projects;
- Review the SECO website periodically for additions, deletions and updates;
- Solicit information to be posted on the website and encourage the use of the SECO website;
- Coordinate environmental, health and safety information websites within NOAA;
- Market EHS and communicate environmental, health and safety goals to all NOAA employees in an effective manner; and;
- Interact with other EHS Teams (e.g., Policy, Assessment, Training, and EMS teams) to evaluate product development and to determine effective means to disseminate pertinent information.

1.5 Responsibilities

To clarify functional expectations from the team, the following responsibilities are understood by all members.

NOAA Safety Council (NSC) will:

- Provide guidance and support by holding NSC meetings and discussing the issues that will enhance EHS within NOAA;
- Represent NOAA's environmental compliance, occupational health and safety interests in order to continue the improvement of the environmental, health and safety program.

ECS Committee will:

- Review team products and recommendations, endorse or modify products or recommendations, and if appropriate refer actions to the NSC.

SECO will:

- Recognize and provide resources needed to support team activities:
- Provide administrative and/or contract support to the team.

Line/Staff Offices will:

- Provide membership to the team:
- Review team products and recommendations and provide input:
- Respond to requests for information from the team.

The Communications Team will:

- Establish procedures or standards for submitting, reviewing and approving communication initiatives:
- Coordinate with the Environmental and Safety Community and other Teams to facilitate information dissemination and collection.

PART 2: Marketing EHS throughout NOAA

2.1 Policy

The NOAA Safety Policy, NAO 209-1, issued on August 20, 2004, requires the promoting of the safety and health programs at all levels of management:

Section 3 – Responsibilities

.04 “The Director of the Safety and Environmental Compliance Office (SECO), who reports to the Office of the Chief Administrative Officer (OCAO) shall develop and administer NOAA’s Safety Program.”

.07 “Managers at all levels of the organization are responsible for actively promoting and protecting the safety of NOAA employees and the public by providing safe workplaces and operations.”

2.2 Promoting Environmental Health and Safety (EHS)

The following specific actions are suggested methods to actively promote EHS of NOAA employees.

Develop and distribute safety awareness posters. NOAA Safety Posters should consider including the following:

- SECO Web Address (www.seco.noaa.gov);
- Safety Seagull Image with a simple message from the NOAA Safety mascot.

Develop a plan and budget to have safety and environmental compliance included within Staff Office and Line Office annual meetings and conferences for the purpose of promoting safety awareness.

Establish an annual safety stand down, perhaps in-conjunction with National Safety Month, throughout NOAA. NOAA offices could observe National Safety Month by dedicating several hours of the day towards safety events or safety training.

Publish an annual calendar which focuses on an environmental, health and safety topics each month accompanied with promotional materials.

Provide, and update as required, a NOAA EHS telephone directory which will be posted on the SECO website.

Develop and maintain a contact list of NOAA environmental, health and safety interested individuals.

2.3 Promoting EHS through Training

The Occupational Safety and Health Administration (OSHA) regulations require employers to train their employees on specific hazards and develop safe work practices. Adherence to safe operating practices and procedures cannot be assured unless there is a clear and defined knowledge of the job, its potential hazards and the strategies necessary to prevent incidents and accidents.

The SECO Training Team will continue to identifying the required level of environmental, health and safety training for each NOAA employee. The Training Team may develop curriculums and methods of providing quality, appropriate environmental, health and safety training and help ensure each employee receives the appropriate type of training.

The Communication Team will assist the Training Team with making these training requirements and resources available to all NOAA employees.

2.4 Promoting the SECO Web Site

All environmental, health and safety announcements should reference the SECO website where additional information is provided (for example “For more information please visit www.seco.noaa.gov”).

Encourage NOAA Staff and Line Office environmental, health and safety websites to provide a link to the SECO website.

Post senior management level memorandums referring to safety and environmental topics on the SECO website.

Develop a “Line Office Success Story” component within the SECO web page. This is separate from our Lessons Learned web page.

2.5 Employee Safety Climate Survey

The Employee Safety Climate Survey (ESCS) is designed to allow NOAA employees an opportunity to voice their opinions and provide suggestions on the current condition of the NOAA Safety Program. ESCS may be used to assess the overall safety climate at a NOAA facility or operation and determine areas for improvement and/or management attention. SECO will develop an on-line safety climate survey and make it available to all NOAA employees. Once a cross-section of NOAA employees has completed the survey, SECO will share summary reports on questions, groups of interest and overall scores with the

ECS Committee and NSC. Surveys will be anonymous, but can collect some demographic information such as Line Office, Regional Location, etc.

2.6 Promoting EHS through Awards

Another method of promoting EHS stewardship throughout NOAA is by recognizing the outstanding efforts of NOAA employees. These outstanding employees should be recognized.

Individual and team achievements in the field of EHS should be recognized at a NOAA level.

2.7 Promoting the Safety Seagull

EHS can be promoted by utilizing the Safety Seagull. Below are recommendations on how the Safety Seagull can help promote EHS within NOAA;

- Have Safety Seagull send out monthly EHS grams “Safety Seagull Says”;
- Use the Safety Seagull image on all SECO posters, flyers and marketing documents;
- Have Safety Seagull announce safety contests throughout the year;
- Have Safety Seagull make appearances at NOAA events, such as safety fairs, kid’s day, NOAA fish fry and Safety Stand Downs;
- Use the Safety Seagull image throughout all SECO web pages and newsletters;
- Allow Safety Seagull to be used by Line Offices for their marketing purposes;
- Have Safety Seagull send out periodic safety articles to an all inclusive EHS mailing list.

2.8 Promoting through Line Offices

EHS program promotions can be enhanced through leveraging other resources or campaigns. Therefore, where appropriate, SECO should participate in LO’s campaigns which promote similar messages.

PART 3: Managing Web Resources

3.1 Authority

To better support NOAA's mission while also providing a safe work place for all NOAA employees, NOAA has established various councils and committees which discuss EHS. These councils include: the NOAA Safety Council which is comprised of senior management officials from all line offices, the ECS Committee which is comprised of senior Line Office EHS professionals, and various geographically based safety committees which are comprised of EHS professionals, employees, and local representation organizations.

The ECS Committee is supported by the following committee teams: policy team, training team, communication team, assessment team and the environmental management system team.

3.2 Procedures for Placing Products on the Web

- Determine if the information being requested to be placed on the web page is appropriate and of interest to the EHS community. If it is determined that the information is not appropriate for placement, the team must inform the requestor;
- The team is responsible for determining the sensitivity of the information. If the information is determined to be sensitive, the team will determine who should have access to the information;
- The team is responsible for determining the most appropriate section on the website for the material;
- The team is responsible for ensuring the material is in the proper format. All documents should be in WORD or PDF format, or other approved NOAA software. If the information is not a product generated by NOAA, a link to the originator's website will be used;
- The team is responsible to review the information to make sure it is presentable;
- Each EHS team shall review the contents of their website areas of responsibility every six months and remove any obsolete material. This review should take place in January and July.

3.3 Products for the SECO Web Page

The following products will be considered for publication on SECO's Web Page: SECO Mission Statement, SECO Contacts, Mandatory EHS Training Requirements, Incident Reporting Procedures, Environmental Homepage, Environmental Management Systems, National Environmental Policy Act (NEPA), NECSAS, Energy conservation, NOAA Councils and Committees minutes, Employee Feedback and other useful information.

Additional information which communicates pertinent information to the EHS community may also be placed on the SECO web site.

3.4 Maintaining the Web Page

While SECO is responsible for maintaining the www.seco.noaa.gov web page, the entire NOAA EHS community is invited to help SECO maintain an accurate, up to date, and helpful web page.

3.5 Feedback

For communication to be effective, it is important it be a two way street. Therefore, it is essential that the SECO web page provide a mechanism for all NOAA employees to provide feedback. Therefore, a point of contact for questions or suggestions will be provided on the website.

3.6 Frequently Asked Questions

SECO will post frequently asked questions to help share the results that may apply to other operations and activities throughout NOAA.